

Tips for Recruiting Bilingual and Ethnically Diverse Members

Recruiting members who have the special skill of being bilingual or who are ethnically diverse takes extra effort. The effort is well worth it, as these members bring considerable cultural competency and rich experiences to the AmeriCorps experience for all members involved.

1. Hire bilingual/ethnically diverse staff to connect with ethnic communities
2. Connect with the universities/colleges:
 - Foreign Language Departments – talk to professors and classes, post flyers
 - Ethnic student groups – present to meetings of organizations such as an Asian Student Association or Latin American Student Organization
 - International Events – participate with a table or booth with recruitment information
3. Network with:
 - Leaders within the ethnic communities – church pastor/faith leader, association presidents
 - Professionals who work with the target communities
 - Target community through current bilingual/diverse members
4. Use native languages to target particular ethnic groups:
 - Announcements on Spanish (or other language) radio
 - On-going distribution translated flyers and brochures about AmeriCorps along with other recruitment materials
5. Collaborate with ethnically diverse organizations – This is a long-term recruitment strategy based on developing relationships with the ethnic communities.

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